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The store-sales to-day that are uninfluenced, directly or indirectly, by store-advertising will hot have amounted to ten per cent. of the total business of the day. By the direct influence of advertising is meant the sales of articles specifically advertised. By the indirect influence of advertising is meant the articles sold that are not specifically advertised, but are displayed to the customers who are drawn to the store BY THE ADVERTISED ARTICLES. In the latter case, as surely as in the first, the advertising must be credited with the

Observant merchants know that this is true. They should gain burage from the knowledge to strengthen their advertising camaigns to the point of matching their store-hopes and plans.

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Pineapple Juice. Garlic eaten raw will cure a cold in the head, grip or influenza in the first stages, but in cases where prejudiced people refuse to test its virtues Irish moss lemonade made after the well known flaxseed lemonade recipe and taken for both meat and drink stands ext on the list.

Pineapple juice will relieve inflammation of the throat in the most advanced and chronic cases and will cure all ordingry attacks. In both membranous croup and diphtheria pure pineapple juice either raw or from the canned fruit will cure when the entire apothecary shop has been tried and found wanting.-National Magazine.

Von Hutten's Misery. Very sad was the fate of Ulrich von

Hutten, one of the greatest writers Germany has ever produced. Unable to earn a living, he was reduced to tramping through the country, begging food and shelter from the peasants. One bitter winter's night both were refused, and next morning he was found frozen stiff and cold in the drifting snow outside the village. "The only thing he died possessed of besides the rags he wore," says his biographer, Zuinglin, "was a pen."

The Nub of the Thing.

"Man runs to cliques," audibly rumi-nated a grizzled citizen. "He thinks pretty well of his country, of his state or province, of his town, of his own street, and then we get at the nub of the thing-the man thinks pretty well of himself."-Kansas City Newsbook.

When a man is being operated on by a barber it is best for him to keep his mouth shut. The case is different when the patient is in the dentist's chair.

Information. "Where do all you Americans live?" inquired the European.

"About 4,000,000 of us live in New York," answered the caustic American, "and the rest of us live in caves."-Louisville Courier-Journal.

Always there is a black spot in our sunshine. It is the shadow of ourselves.—Carlyle.

Cure Your Cold . with Flax Seed

For many years physicians have been successfully treating Coughs, "Colds," Bronchitis and Consumption with an Emulsion of Flax Seed, called LINONINE. This is not a secret remedy, the formula being on every bottle. It is a palatable emulsion—sweet as cream — made of the oil compressed cold from the finest, selected Flax Seeds and by

a scientific process requiring 120 hours.

If you wish to know what this Flax Seed Emulsion will do, write to the makers and they will send you an order on a local drug-gist for a regular-size package (not a mere sample) and will pay the druggist themselves for it. This is their free gift, made to let the remedy itself show you what it can do.

The First Bottle is Free

CUT OUT THIS COUPON for it may not appear again and mail to The Linonine Co., Danbury, Conn. I have never tried Linonine, please supply me with the first bottle free.

No matter what you want try the Farmer Want Col-

Entered at Stationer's Hall-All rights reserved All went well now. The road was distinctly good, and the swift smooth motion restored her courage. When in about half an hour she began to note the course. (Continued.)

LADY ATHLYNE

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At first all went well enough. The road was clear and she felt that she had the machine well in hand. As far as Balmaclellan she went slowly, carefully almiddly belong the control of the state of the fully, climbing laboriously up the steep zig-zag road; and presently she began to feel in good heart. She did not know the name of the place; had never heard of it. But it was somewhere; one stage at least on the way home. When the village lay behind her she began to put on more speed. With the apprehersion gone of not being able to get on at all, she began to think of her objective and of how long was the journey before it could be revealed. With increased speed, however, came fresh fears. The importance of the machine began to be manifest; such force and speed needed special thought. The road changed so rapidly that she felt that she wanted another pair of eyes. The wheel alone, with its speed and steering indices, took all attention. She hardly dared to look up from it. And yet if she did not know here wend she know the road to take: how could she know the road to take; how could she look out for danger. Happily the mere movement was a tonic; the rush through the air braced her. Otherwise she would have been

her. Otherwise she would have been shortly in a state of panic.

Very soon she began to realize the difficulty of driving on an unknown road, when one is not skilled in the art. So, many things have to be considered all at once, and the onus of choosing perpetually is of nightmare shadow. The openings of bye-roads and cross-roads are so much more important than is suspected that there is a passing doubt as to direction; and a passing doubt as to direction; and country roads generally wind about so that distant land-marks, which can guide one in general direction, come and go with embarrassing suddenness. At first every cart-track or farm-road made such doubts, and even when she got to understand such minor trends she got confused over bye-roads of more importance. Cross-roads there were before long, right or left making short-cuts for those who knew. These she had to pass; she could judge only of her course by the excellence of the main road—not always a safe guide in remote agricultural districts. One thing told in her favour: the magnifigent bracing air of that splendid high-hung moor through which she passed. By the time she got to Cor-sock, however, she was beginning to feel the strain severely. She was hot and nervous and wearied; only the imand nervous and wearied; only the imperative need of getting on, and getting on quickly, enabled her to keep up at all. At Corsock she stopped to ask the way, but found it hard to understand the Lowland Scotch in which directions for her guidance were given. The result was that she started afresh with a blank despair gripping at her heart Already she felt that afresh with a blank despair gripping at her heart. Already she felt that her effort to reach home in time was destined to fallure. The time seemed to fly so fast, the miles to be so long. She even began to feel a nervous doubt as to whether she could even be able to send word to her father. East of Corsock the nature of the road is confusing to a stranger. There are bye-

Corsock the nature of the road is confusing to a stranger. There are byeroads leading south and up northwards into the mountains; and Urr Water had to be crossed. Joy began to lose perspective of things; her doubts as to whether she was on the right road became oppressive. Somehow, things were changing round her. Look where she would she could not Look where she would she could not see the hill tops that had been her landmarks. A midst was coming from the right hand—that was the south. where was Solway Firth. Then she gave up heart altogether. There came to her woman's breast the reaction from all the happy excitement of the day. It was too bright to last. And

her eyes in an ecstasy of delightful re-membrance. . . . She was recalled to herself by a sudden jar; in her momentary forgetfulness she had run up a bank.

It was a shock to her when her eyes opened to see how different were her surroundings from her thoughts. Those hours when they sat together where the sunbeams stole through the trees would afford her many a comparison in the time to come. All was now dark and dank and chill. The mist was thickening every instant; she could hardly see the road ahead of her.
However, she had to go on, mist or no mist; at least till she could reach some place whence she could tele-graph to her father. With a pang she realized that she must not wire also to Him as she would have loved to have done. It would only upset and alarm him, poor fellow; and he had alarm him, poor fellow; and he had quite anxiety enough in thinking of her already! . . . with a heavy heart she crawled along through the mist, steering by the road-bed as well as she could, keeping a sharp look-out for cross-roads and all the dangers of the way.

The time seemed to fly, but not the Car; the road appeared to be endless.
Would she never come to any hospitable place! . . . It was a surprise to her when she came on straggling cottages, and found herself between double rows of houses. Painted over a door she saw "Crocketford Post-Office." In her heart she thanked God that she was still on the right road, though she had only as yet come some dozen or more miles. It seemed as if a week had passed since she left Dalry . . . and . . . She drew up to the post-office and went in. There

she sent a wire:

"Went out motoring caught here in mist am going on however but must arrive very late so do not be anxious about me. Love to Mother and Aunt Judy and dear Daddy. Joy."

When she had handed it in she looked at her watch. It was only half-past five o'clock! It was still therefore on the verge

It was still therefore on the verge of possibility that she might get back in time. She hurried out. Several people had gathered around the motor, which was throbbing away after the manner of motors, as though impatient to get to real work. A policeman who was amongst them, seeing that she was about to go on, suggested that she should have her lamps lit as it would be a protection as well as a it would be a protection as well as a help to her in the mist. She was about to say that she thought it would be better not; for she did not know any-thing about acetylene lamps and fear-ed to expose her ignorance, when he very kindly offered to light them for

her:
"Tis no wark for a bonny leddy!"
he said in self-justification of bending
his official dignity to the occasion. She
felt that his courtesy demanded some
explanation, and also that such explanation would, by accounting for her
being all alone, avoid any questioning

So said sweetly:
"Thunk you so much, officer. I really do not know much about lamps myself and I had to leave my . . . my husband, who was driving, at Dalry He was going too fast, and your people had a word to say to him. However I can get on all right now. This is a straight road to Dumfries is it not?" The road was pointed out and instruc-tions given to keep the high road to Dumfries. With better heart and more courage than heretofore she drove out into the mist. There wis comfort for her in the glare of the lowerful lights always thrown out in front of her.

about half an hour she began to note the cottages and houses grouping in the suburbs of Dumfries she got elated. She was now well on the way to England She knew from experience that the road to Annan, by which they had come, was fairly level. She did not mind the mist so much, now that she was accustomed to it; and she expected that as it was driving up northwards from the Firth she would be free from it altogether when she should have passed the Border and was on her way south to Carlisle.

should have passed the Border and was on her way south to Carlisle. In the 'meanwhile she was more anxious than as yet. The mist seemed to have settled down more here than in the open country. There were lights in many windows in the suburbs, and the street lamps were lit. It is strange how the perspective of lines of lamps gets changed when one is riding or driving or cycling in mist or fog. If one kept the center of the road it would be all right; but as one keeps of necessity to the left the lines between the lamps which guide the eye change with each instant. The effect change with each instant. The effect is that straight lines appear to be curved; and if the driver loses nerve curved; and if the driver loses nerve and trusts to appearances he will soon come to grief. This was Joy's experience of driving in mist, and shanaturally fell into the error. She got confused as to the right and wrong side of the road. She had to fight against the habit of her life, which instinctively took command when her special intention was in abeyance. She knew that from Dumfries the road. knew that from Dumfries the road dropped to the south-east and as the curve seemed away to the left from her side of the road she, thinking that the road to the left was the direct the road to the left was the direct road, naturally inclined towards the right hand, when she came to a place where there were roads to choose There was no one about from whom to ask the way; and she feared to descend from the car to look for a sign-post. The onus of choice was on her, and she took the right hand thinking it was straight ahead. For some time now she had been going slow, and ing it was straight ahead. For some time now she had been going slow, and time and distance had both spun out to infinitude; she had lost sense of both. She was tired, wearied to death with chagrin and responsibility. Everything around her was new and strange and unknown, and so was full of terrors. She did not know how to choose. She feared to ask lest the doing so might land her in new embarrassments. She knew that unless she ing so might land her in new embarrassments. She knew that unless she
got home in something like reasonable
time her father would be not only
deeply upset but furiously angry—and
all that anger would be visited on
Him. Oh she must get on It was toc
frightful to contemplate what might
happen should she have to be out all
night and after having gone night . . . and after having gone out with a man against whom her father had already a grievance, though

he owed him so much!
The change in the road, however, gave her some consolation; it was straight and smooth, and as the wind was now more in her face she felt that she was making southward. But her physical difficulties were increasing The wind was much stronger, and the mist came boiling up so fast that her goggles got blurred more than ever Everything around her was becoming

For a few miles—she could only guess at the distance—all went well, and she got back some courage. She still went slowly and carefully; she did not mean to have any mischance now if she could help it. It would not be so very long before she was over the Border. Then most likely she would be out of the mist and she could put on more speed.

day. It was too bright to last. And now came this shadow of trouble worse even than the mist which seemed to presage it. . . . Oh, if only He were with her now. . . He! Graph of the mist and she could put on more speed.

Presently she felt that the car was going up a steep incline. When it had been running swiftly she had not felt such, but now it was apparent. It was not a big hill however, and the run down the other side was exhilarating, when he was kissing her. She closed her eves in an ecstasy of delightful rewas. Even then the pace was not fast; ordinarily it would have been considered as little better than a rapid crawl. For a while, not long but seem-ingly more than long, the road was up-and-down till she saw in the dimness of the mist glimpses of houses, then a few gleams of light from the chinks of shut windows. Here she went very slowly and tooted often. She feared she might do some harm; and the slightest harm now might mean delay. She breathed more freely when she was out in the open again. That episode of the arrest and the prolonged agitation which followed it had unnerved her more than she had thought; and now the mist and the derivers. and now the mist and the darkness and the uncertainty were playing havoc with her. It was only when she was long past the little place that she regretted she had not stopped to ask if she were on the right road. There if she were on the right road. There was nothing for it, however, but to go on. The road was all up and down, up and down; but the surface was fairly good, and as the powerful lamps showed her sufficient space ahead to steer she moved along, though it had to be with an agonising slowness. How dif-ferent it all was, she thought, from that fairy-charoit driving with Him in the morning. The road then seemed straight and level, and movement was an undiluted pleasure! For an in-stant she closed her wearied eyes as she sighed at the change—and ran off

the road-bed.

Happily she was going slowly and recovered herself before more than the front wheels were on the rough mass of old road-scrapings. In a couple of (Continued on Page 9.)



SICK

ACHE

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this nature to be sold absolutely to the highest bidder.

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